

Remarks by Marianne Lamont Horinko, Assistant Administrator  
For the Office of Solid Waste and Emergency Response  
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INTRODUCING THE RESOURCE CONSERVATION CHALLENGE & THE OSWER  
INNOVATIONS PILOTS

**Welcome and Introduction**

- ! Good morning, and thank you John for that lovely introduction.
- ! I especially want to thank Kate Krebs for her flexibility, and willingness to work with my impossible schedule. We owe you one Kate!
- ! I appreciate the opportunity to speak with you today. I have two things I would like to share with you - the launch of my new Resource Conservation Challenge and the results of our first round of EPA's waste and cleanup innovation pilots.

**September 11, 2001**

- ! First, however, I want to acknowledge the one-year anniversary of September 11<sup>th</sup>. No one could have predicted that our entire world would be changed forever in just a few short hours.
- ! September 11<sup>th</sup> touched us all. A year ago this week., you postponed your meeting in Seattle, and I was thrown into the midst of antiterrorist activities—not the job I thought I had signed up for.
- ! *Tell your story of September 11<sup>th</sup>, if time allows.*
- ! *After 911 and 95 days dealing with anthrax in the United States Senate; Brentwood Post Office, New York and Florida, I was finally able to start the job **I had** signed up for.*

**Six Priorities— An Innovations Blueprint for Change**

- ! *Briefly, talk about six priorities and how Resource Conservation Challenges encompass one-third of those efforts.*
- ! *Revitalization, move toward one cleanup program, relate to future of nation's Waste Programs.*

**!** *Homeland Security speaks for itself, as does one internal priority. Workforce Development.*

## **Launching The Resource Conservation Challenge**

**!** The challenge is a dynamic group of almost 70 specific projects and activities designed to apply common sense approaches to waste reduction, recycling, energy recovery. Its hallmarks are flexibility, partnerships and innovation.

**!** They are happening in all of our own back yards— in cities large and small, urban and rural, disadvantaged and affluent.

**!** And, EPA is expressing our commitment to recycling, by upping the national goal to 35 per cent!

## **How Will the Challenge Work?**

**!** The framework for accomplishing these goals consists of

- Partnerships and alliances with industry, states, and environmental groups.
- Training, tools, and technology assistance for businesses, governments, and Others.
- Information, outreach and assistance to the general population, and in particular, to Youth and minority groups.

## **The First Installment**

**!** It is fitting that I am here to announce one of the lynchpins of the Initiative with so many of you true believers right here with me!

- The National Waste Minimization Partnership Program.
- These responsible manufacturing partners pledge to reduce their hazardous waste some of which is from our 30 priority chemicals.
- As you know, the priority chemicals are the more persistently, bioaccumulative, and toxic chemicals in hazardous waste.
- Companies that become waste minimization partners will be eligible for EPA's performance track program, which recognizes top environmental performers.

- The five founding partners are (*ask Kate who is there today from the group*) American Video Glass; Corning Asahi; Dow Chemical Corporation; International Truck and Engine; and Toyota Motor Manufacturing

### **Stewardship on all fronts!**

! We're promoting product stewardship in other ways as well

- Most recently we signed a breakthrough agreement with the carpet industry and States for recovering used carpeting.

- And, I'm very excited about our on-going work with electronic equipment Manufacturers.

! As you know, electronic equipment is one of the least recycled and fastest growing components of the municipal waste stream, NRC's Electronics Recycling Initiative is right on target with my Resource Conservation Challenge.

- We want to promote recovery, reuse, and recycling of electronics and

- Encourage the design, manufacture, and purchase of environmentally sound products.

### **Combining Regulatory and Voluntary Approaches: The E-cycling Model**

! On the regulatory side, we propose to adjust the Hazardous Waste Management requirements for CRT recycling.

! We are pilot-testing a program in the Mid-Atlantic Region through an "e-cycling" alliance with the electronics industry and state environmental agencies.

! I am pleased to report that as of today, they have collected over 600 tons of electronic material, and 6,000 computer monitors and televisions.

! And they are still going strong!

! We also are working with the national electronic product stewardship initiative to develop a national system to finance the recovery of computers and televisions.

! We are making progress on a feasible finance system. (NEPSI dialogue)

## **Partnerships and Tools**

- ! These are just a few of the many, many exciting projects we have going on around the country.
- ! We're helping businesses, governments, and others overcome barriers and costs associated with complex management strategies.
  - We're offering hands-on help to reduce material and energy use; and
  - To identify safe reuse options for some by-product materials.
- ! We are helping other Federal agencies promote markets for recyclable materials by:
  - Providing information on waste reduction and recycling;
  - Developing tools to measure and track federal procurement; and
  - Establishing a database that encourages manufacturers to list recycled-content products in a timely manner.
  - Planning for a federal trade fair in the not too distant future. John Howard will tell you all about it!
- ! Native American Tribes are working with us on a sustainable development project that incorporates waste reduction and energy-efficient concepts into economic development, community systems, land use, and building designs.
- ! And, we are looking at options to "reward" hazardous waste facilities that use lean manufacturing, environmental management systems, or other novel methods that reduce waste.

## **Harnessing the Power of the Marketplace!**

- ! Reducing waste, of course, is what the Resource Conservation Challenge is all about. The most fundamental way we can do that is to raise the nation's environmental awareness.
- ! We are conducting an intense media campaign to educate and inform Americans about waste's tremendous impact on resource and energy use, greenhouse gas emissions, and pollution.

- ! Once citizens see how our purchases and manufacturing decisions are connected to the environment, we can make more informed choices.
- ! Harnessing the power of the marketplace will drive demand for recycled products.
- ! What are the results of smarter environmental choices?
  - Less waste;
  - Economic growth;
  - Tremendous energy savings and recovery; and
  - Fewer environmental releases and risks.

### **Outreach and Education: The Keys to Success!**

- ! Of course, you already know this, but together, we must keep reiterating the message around the country.
- ! Our education and outreach efforts are designed specifically to do just that.
- ! We will especially target Hispanic, African-American, and Native American communities to foster environmental awareness and encourage waste reduction, recycling, and neighborhood revitalization.
  - We will begin running English and Spanish print and radio ads on managing used motor oil.
  - Some will be right here in Texas. We also are forming partnerships with businesses and community-based organizations to help Hispanic businesses and consumers understand the environmental and economic benefits of reusing motor oil.
- ! American's youth is also a target audience.
- ! Statistics show that our young people have more buying power than ever before. So, informing them about the environmental and economic benefits of reusing and recycling products is increasingly important.
  - Don't be surprised to see waste reduction, recycling and "buy recycled" messages on computers, video games, movie previews, in stores, and around shopping malls.

- With the help of the Environmental Defense, and The Ad Council older radio and television ads on recycling are being revived and rerun.

! I am very excited about the accomplishments that can be realized by implementing these projects.

### **The Innovations Blueprint**

! It's easy to talk about innovation, but takes a concerted effort to implement it.

! And even harder work to institutionalize it!

- This was the challenge I placed before OSWER staff and regional program offices.
- In addition to developing the Resource Conservation Challenge, I also challenged OSWER staff and Regional program offices to propose new and creative approaches to make EPA's waste and cleanup programs more efficient and effective.
- To that end, last December, I launched the OSWER Innovations Initiative and set aside a small amount of money to fund creative proposals submitted by HQ and regional EPA employees.
- We encouraged EPA employees to talk to co-implementors and external stakeholders about proposal ideas.
- We wanted that "real-world" screen on all of these efforts.
- We were overwhelmed by the response.

### **Results !**

- I am pleased to announce today the results of our first round of OSWER Innovative Pilots - twelve projects, totaling \$500,000, were selected in FY02.
- ! These creative projects test approaches to waste minimization, energy recovery, recycling, and land revitalization that may be replicated across various sectors, industries, communities and regions.
- ! The topics range from making plastics from biological sources to demonstrating the reuse potential of recycling residential building materials. We are working with Tribes, States, local government, academia, and nonprofits.
- ! We hope these twelve projects will pave the way for programmatic and policy

recommendations by demonstrating the environmental and economic benefits of creative, innovative approaches to the difficult environmental challenges we face today.

- You can find summaries of the twelve projects on OSWER's home page, and we will be passing them out at our booth in the exhibit hall
- A new round of pilots will be competed in a few months. Stay tuned! Grab your EPA or non-profit partner, and let us hear your great pilot ideas.

### Conclusion

- Thank you for allowing me to do a "little preaching to the choir." I know all too well that you understand the importance of conserving resources by reducing waste.
- I ask your help to get the Resource Conservation Challenge started.
  - Keep doing what you do.
  - Keep spreading the word.
- ! Challenge yourself, your friends and neighbors to recycle just one pound of their waste a day then or buy a recycled product---, ask them:
  - "What did you save today"? Or better **yet--tell them how and show them what** they can save today!
- ! If time allows, I would be happy to answer questions.  
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Thank You (Packets of information are available at the OSW booth in the Exhibit Hall)